

Program Description/Textbook or Print Instructional Material

Vendor: Thomson Learning/South-Western Web Address: www.swep.com
 Title: Sports and Entertainment Marketing
 Author: Kaser Copyright: 2001
 ISBN: 0-538-69477-7 Course/Content Area: Vocational and Career Education;
Marketing Program; Sports and Entertainment Marketing
 Intended Grade or Level: 9-12 Readability Level: 11.1 (Flesch Kincaid)
 List Price: 33.95 Lowest Wholesale Price: 25.00

All materials bid as of July 1, 2003 must be offered in an alternative format for students who require reading accommodations. A description of the levels of accommodation is included on p. 8-9 of this bid packet. The Kentucky Department of Education must receive a copy of the alternative format if the material is placed on the State Multiple List.

Level of Accommodations (Level One, Two or Three) Level Three

If Level Two or Three, please provide rationale for not meeting Level One Compliance It is not financially feasible for our products to meet Level One at this time.

FEATURES

DISCLAIMER: The features of each book or program were developed by the publisher and do not reflect the opinion of the State Review Team, State Textbook Commission, nor of the Kentucky Department of Education.

Content

- Sports and Entertainment Marketing is intended for various levels of instruction and lower level reading. Courses will include Intro to Marketing, and Intro to Business.
- Multimedia Module includes a Student Text, Annotated Instructor's Edition, Video, and Instructor CD
- Features bring the links between the sports and entertainment industries and marketing into clear focus

Student Experiences

- Students learn marketing concepts within the framework of a topic with high levels of interest and excitement

Assessment

Sports and Entertainment Marketing takes your students on a step-by-step journey through the world of marketing. Students encounter and learn about the key functions of marketing and how those functions are applied to sports and entertainment. Each marketing function is incorporated throughout the text and highlighted with an icon to indicate how it is used in the marketing process.

Organization

Chapter 1 What Is Sports and Entertainment Marketing?, Chapter 2 College and Amateur Sports, Chapter 3 Professional Sports, Chapter 4 Marketing Products and Services through Sports, Chapter 5 Public Images, Chapter 6 Advancing the Cause, Chapter 7 Sports Marketing, Chapter 8 Entertainment Industry, Chapter 9 Marketing Entertainment, Chapter 10 Recreation Marketing, Chapter 11 Marketing Plans, Chapter 12 Legal Issues for Sports and Entertainment

Resource Materials

Gratis Items To Be Provided And Under What Conditions

Module (0-538-69478-5) Free 1 per teacher

Available Ancillary Materials

RESEARCH DATA AND EVIDENCE OF EFFECTIVENESS

DISCLAIMER: The research data and evidence of effectiveness was provided by the publisher and does not reflect the opinion of the State Review Team, State Textbook Commission, nor the Kentucky Department of Education.

NOTE: *Please complete this section by indicating the research data and evidence of effectiveness or give a web site where the information is located. If there is no research data and evidence of effectiveness, please indicate “**not available**” in the space.*



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: SPORTS & ENTERTAINMENT MARKETING		Cost: \$25.00	
Publisher: South-Western			
Item Evaluated: Soft Cover text and module			
Copyright Date: 2001		Evaluator: Jayne Harris	
Content Level: 9-12		Date of Evaluation July 29, 2003	
Level of Alternative Format	Level 1 – Full Compliance	Level 2 – Provisional Compliance	Level 3 – Marginal Compliance
This section completed by Exceptional Children Services			

Overall Strengths and/or Weaknesses

Disclaimer: Comments on the strengths and/or weaknesses of each book, material or program were written by members of the State Textbook/Instructional Materials Review Team and reflect their opinions . They do not reflect the opinions of the State Textbook Commission nor the Kentucky Department of Education. In addition, the State Textbook/ Instructional Materials Review Team completed each evaluation form during the week of July 28-Aug. 1, 2003. In order to maintain the integrity of the of the review team's comments, editing was limited to spelling and punctuation.

Recommendations:
<input checked="" type="checkbox"/> Recommended by reviewers to State Textbook Commission
<input type="checkbox"/> Not recommended by reviewers to State Textbook Commission

Publisher's Explanation of Reviewer's Comments: By action of the State Textbook Commission, publishers are provided limited space, 150 words, to respond to what they may consider factual errors made by the reviewers in the evaluation.



Group V - Career/Technical Vocational/Practical Living Education Instructional Materials Evaluation Tool Marketing



Title: SPORTS & ENTERTAINMENT MARKETING		Publisher South-Western
Technology Management Summary Data:	20 possible points	____20____ points earned
Technology Management Comments: Easy to adapt tests. Electronic testing available. Video and discussion questions on each chapter. Template files available for some activities		
Technology Presentation/Interface Summary Data:	40 possible points	____40____ points earned
Technology Presentation/Interface Comments:		
Content Summary Data:	44 possible points	____41____ points earned
Content Comments: DECA integration and employability skills are missing. Excellent academic integration and real world applications		
Instruction & Management Summary Data	52 possible points	____51____ points earned
Instruction & Management Comments: Good variety of activities and question types. Encourages internet research. Template files available for some activities		
Organization & Structure Summary Data	36 possible points	____34____ points earned
Organization & Structure Comments: Glossary not available. Very conducive to high school audience in layout and graphics. Available in Workbook format only.		
Resource Material Summary Data	40 possible points	____23____ points earned
Resource Material Comments: Encourages student use of internet but no direct on-line resource available. Excellent Video and Teacher Resource CD.		



Group V - Career /Technical & Vocational/Practical Living

Electronic Instructional Media Review Form

Stand Alone/Independent or Integrated Software for Business



Equipment (circle or change fill color)	Grade Level (circle or change fill color)	Audience (circle or change fill color)	Format (circle or change fill color)	Cost: With Purchase of text	
Windows	Primary	Individual	Stand Alone/Independent	___x___ single copy	___site license
Macintosh	Intermediate	Small Group	Integrated	___network version	___school version
CD-ROM	Middle	Large Group	Supplemental	___lab pack of ___ copies	___online
DVD	High		In lieu of basal text		
Sound					
Other					

If other, explain

Type of Software: Check all that apply	___Simulation	___x_Management	___Interdisciplinary	___Problem Solving	___Tutorial
___Exploratory	___Creativity	___Drill and Practice	___Critical Thinking	___x_Utility	___Other:

Rating Scale:	3—Some of the time	1—None of the time
4—All or the time	2—Minimally	0— Not applicable

Management	Rating
Allows customizing for individual learning needs.	4
Allows students to exit and resume at a later time.	4
Keeps a students performance record, where needed.	4
Allows control of various aspects of the software (e.g., turning sound off).	4
Allows for printed reports.	4
Comments: Easy to adapt tests. Electronic testing available. Video and discussion questions on each chapter.	Total 20

Presentation/Interface	Rating
Presents material in an organized manner.	4
Has consistent, easy-to-use, on-screen instructions.	4
Has developmentally correct presentation format.	4
Adapts to different learning environments (learning styles/multiple intelligences, etc.)	4
Accessible for special needs students.	4
Runs smoothly, without long delays.	4
Presents easy-to-view text and graphics.	4
Presents easy-to-hear and understand sounds.	4
Avoids unnecessary screens, sounds, and graphics.	4
Provides immediate, appropriate feedback.	4
Comments:	Total 40

Content—Marketing	Rating
Career Experiences	3
Employability Skills	3
Teamwork	4
Global Perspective	4
Mathematical Skills	4
Communication	4
Diversity	4
Ethical Practices	4
Academic Integration	4
Real World Application	4
Content Area Concepts Addressed	3
Comments: DECA integration and some employability skills are missing. Excellent academic integration and real world applications	Total 41

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable

Instruction and Assessment	Rating
Identifies a Sense of Purpose	4
Builds on Student Ideals	4
Engages Students	4
Develops Marketing Ideas	4
Promotes Student Thinking	4
Assesses Student Progress	4
Enhances The Learning Environment	4
Reading level is appropriate for interest and ability level of intended student group; level remains consistent throughout.	4
Commonwealth Accountability Testing System (CATS) "like" Assessment is provided	4
Variety of Assessments (diagnostic, formative, summative, open response, multiple choice, individual, small group, oral, demonstrations, presentations, self and peer performance, portfolio prompts) is included.	3
Includes activities and opportunities for integration of technology.	4
Reflects researched-based practices (e.g. hands-on activities, technology, problem-solving situations)	4
Differentiation techniques and activities suggested.	4
Comments: Good variety of activities and question types. Encourages internet research	Total 51

Rating Scale:	3 – Some potential for learning	1 - Not present
4 – High potential for learning	2 – Little potential for learning	0 – Not applicable

Organization and Structure	Rating
Organization is logical and allows for spiraling of content.	4
Vocabulary and key terms are clearly defined and easily accessible within each lesson.	4
Visual illustrations (e.g. graphs, charts, models) and examples are clearly presented and content-related.	4
Illustrations and language reflect diversity (e.g. racial, ethnic, cultural, age, gender, disabilities).	4
Legible type, length of lines, spacing, and page layout and width of margins contribute to overall appearance and use.	4
Student materials seem durable and conducive to daily use.	3
Includes sufficient glossary, index and appendices.	3
Employs accurate grammar and spelling	4
Organization of material can be effectively used with Standards Based Units, Core Content and Program of Studies.	4
Comments: Glossary not available. Very conducive to high school audience in layout and graphics. Workbook format only available.	Total 34

Resource Materials	Rating
Teacher materials coordinate easily with student materials (e.g. additional resources included at point of need, student pages shown, integration of technology indicated)	4
Activities are included that adapt to the various learning styles, intelligences, and interest/ability levels.	4
Extension activities including adaptations and accommodations for students with special needs.	3
Resources provide objectives, background information, common student errors, hints, advice for lesson implementation and real-world connections, connections with career and/technology and references (e.g. solution manuals, study guides)	4
Suggestions are made for integration of themes and /or interdisciplinary instruction.	4
Integration opportunities suggested and examples given.	4
Teacher resources are available online.	0
Online resources available – Repeat of information in text.	0
Online resources available – Practice skills only.	0
Online resources available – New application materials.	0
Comments: Encourages student use of internet but no direct on-line resource available	Total 23

Rating Scale:	2—Minimally
4—All or the time	1—None of the time
3—Some of the time	0— Not applicable